

North America Hair Wig Market Forecast to 2030 – Regional Analysis – Type (Human Hair and Synthetic Hair), End User (Men and Women), and Distribution Channel (Specialty Stores, Online Retail, and Others)

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Abstracts

The North America hair wig market is expected to grow from US\$ 1,251.55 million in 2022 to US\$ 1,642.87 million by 2030. It is estimated to grow at a CAGR of 3.5% from 2022 to 2030.

Rising Competition from Hair Extensions and Hair Transplant Procedures Fuel North America Hair Wig Market

Autoimmune disorders, genetics, hormonal imbalances, stress, and other factors can cause alopecia, a condition characterized by partial or complete hair loss. It affects people of all ages and genders, leading to emotional distress and loss of confidence. Wigs offer a practical and aesthetically pleasing solution to individuals affected by alopecia, enabling them to restore their appearance and self-esteem. Due to increasing awareness about the benefits of hair wigs, people suffering from hair loss due to alopecia prefer hair wigs as a viable option to cope with the challenges posed by hair loss. Moreover, excessive heat styling, chemical treatments, environmental factors, or modern lifestyles are a few factors that lead to hair breakage, thinning, and overall deterioration in hair quality. As people become conscious of the importance of maintaining healthy hair, they use wigs to wear trendy hairstyles without damaging their natural hair. Furthermore, the evolution of hair wig technology and materials has expanded the North America Hair Wig Market. Advances in synthetic fibres and human hair processing have created natural-looking and comfortable wigs. Modern wigs are breathable, lightweight, and come in various styles and colors, allowing people suffering from alopecia or hair damage to choose from a wide range of wigs.

North America Hair Wig Market Overview

The North America hair wig market in North America is segmented into the US, Canada, and Mexico. The market is growing due to the increasing demand for trending hair products such as wigs and the rising prevalence of hair loss issues due to aging, stressful schedules, and medical conditions. According to the American Academy of Dermatology Association, the common cause of hair loss is hereditary-patterned baldness, also known as androgenetic alopecia. In this type of hair loss, hair thinning occurs first, and then total hair loss develops on some areas of the scalp. This condition has affected ~80 million Americans—50 million men and 30 million women. Rising hair loss issues among Americans have driven the demand for hair wig across North America. Therefore, the region accounted for a remarkable share of the North America hair wig market in 2022.

North America Hair Wig Market Revenue and Forecast to 2030 (US\$ Million)

North America Hair Wig Market Segmentation

The North America hair wig market is segmented into type, end user, distribution channel and country.

Based on type, the North America hair wig market is bifurcated into human hair and synthetic hair. The human hair segment held a larger share of the North America hair wig market in 2022.

Based on end user, the North America hair wig market is bifurcated into men and women. The women segment held a larger share of the North America hair wig market in 2022.

Based on distribution channel, the North America hair wig market is categorized into specialty stores, online retail, and others. The specialty stores segment held the largest share of the North America hair wig market in 2022.

Based on country, the North America hair wig market is segmented into the US, Canada, and Mexico. The US dominated the North America hair wig market in 2022. Evergreen Products Group Ltd, HairUWear Inc, Aleriana SRL, Indique Hair LLC, Lordhair Co Ltd, UniWigs Inc and Shake-N-Go Inc are some of the leading companies operating in the North America hair wig market.

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